

Back-to-school audiences



Read more 

Back-to-school audiences

As the back-to-school season approaches, marketers need effective strategies to capture the attention of back-to-school shoppers.

At Experian, we understand the importance of reaching the right audience with the right message at the right time. To help brands, agencies, and media buyers like you navigate back-to-school advertising with confidence, we've curated customised audience recommendations for back-to-school shoppers.



Which audiences does Experian recommend for back-to-school campaigns?

Here are a few Experian audiences that we recommend adding to your back-to-school campaigns.

Spend insights

High or frequent spending between the summer months at UK stores for back-to-school purchases, including Clarks Shoes, WHSmiths and Smiggle. Layer on other transactional spend such as Kids stores, Family Days Out and Disney+.

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- Intent (Purchase) - Retail - Parents (Child or Baby Stores)
 - Intent (Purchase) - Retail - Parents - Back to school purchases
 - Intent (Purchase) - Retail - Parents - Stationary
 - Intent (Purchase) - Retail - Parents - Keeping kids busy
 - Intent (Purchase) - Entertainment - Streaming - Disney+

Interest & affinity

These audiences can help to identify parents likely to spend on back-to-school purchases or aligned to their particular brand such as those with a middle income versus those more likely to shop for budgets or bargains.

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- Interest (Affinity) - Shoppers and shopping - Back to school
 - Interest (Affinity) - Shoppers and shopping - Bargain hunters - Generic brands shopper
 - Interest (Affinity) - Shoppers and shopping - Shopper Type - Practical Shoppers - Middle income households buying for children
 - Interest (Affinity) - Shoppers and shopping - Shopper Type - Bargain Hunters - Family shoppers bargains and budgeting

Demographic profiles

Demographic insight on UK households with children, which can be tailored by relevant school level.

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- Demographic - Household Data - Age of Children - Age 5-11
- Demographic - Household Data - Age of Children - Age 12-17
- Demographic - Household Data - Number of children in household - 1
- Demographic - Household Data - Number of children in household - 2
- Demographic - Household Data - Number of children in household - 3
- Demographic - People & family - Family lifestage - Young family with children <18

Mosaic & financial strategy segment profiles

We have a range of Mosaic shopping type segmentations which includes insight such as parents whose shopping choices are influenced by their children.

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- Mosaic Shopper - Who we shop with - Shoes retailers - Shoes at Asda
- Mosaic Shopper - Who we shop with - Shoes retailers - Shoes at Clarks
- Mosaic Shopper - Clothes/accessories retailers - Tesco
- Mosaic Shopper - Clothes/accessories retailers - Asda
- Mosaic Shopper - Clothes/accessories retailers - Next
- Mosaic Shopper - What we spend our money on - Influence - Sometimes I let my children influence what I buy

Which audiences does Experian recommend for university starters?

Spend insights

High or frequent spending between the summer months at UK stores for university purchases including homeware and cookware.

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- Intent (Purchase) - Retail - Furniture & Interiors
 - Intent (Purchase) - Retail - Cookware
 - Intent (Purchase) - Technology - Tech Lover
 - Intent (Purchase) - Technology - AO.com
 - Intent (Purchase) - Technology - Currys

Interest & affinity

These audiences can help to identify parents or students likely to spend on university essentials.

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- Interest (Affinity) - Shoppers and shopping - Shopper Type - Practical Shoppers - Middle income households buying for children (F06)
 - Interest (Affinity) - Shoppers and shopping - Shopper Type - Bargain Hunters - Family shoppers bargains and budgeting

Demographic profiles

Demographic insight on UK households with young adults

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- Demographic - Age Range- Gen Z
- Demographic – Employment Status – Student
- Demographic – Lifestage – Young Adult in Household
- Demographic - People & family - Family lifestage - Young household with children <18

Mosaic & financial strategy segment profiles

We have a range of Mosaic shopping type segmentations which segments by degree level being undertaken:

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- Mosaic UK 7 - Students - Student age - < 25
- Mosaic UK 7 - Students - Student age - 26-35
- FSS 4 - Employment - Employment status - Full-time student
- Mosaic UK 7 - Students - Degree level studying - Doctoral degree
- Mosaic UK 7 - Students - Degree level studying - Masters degree
- Mosaic UK 7 - Students - Degree level studying - Bachelors degree with honours
- Mosaic UK 7 - Students - Degree level studying - Undergraduate Students
- Mosaic UK 7 - Students - Degree level studying - Postgraduate Students
- Mosaic UK 7 - Students - Full-time
- Mosaic - Mosaic UK 7 Type - 066 Student Scene

Need further guidance?

Utilising our accurate data and extensive experience, we can provide attribute-rich consumer insights to identify new target audiences and distribute audience segments on your preferred activation platforms.

Perhaps you have a campaign in mind and would like to layer in vertical data? We have syndicated audiences that span across multiple verticals and categories including:



Auto



Charity



Food & Drink



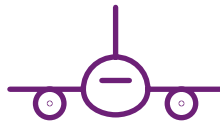
Entertainment
& Leisure



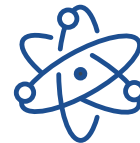
Health
& Beauty



Retail & CPG



Travel



Tech

Require a custom audience? We can help you build and activate an Experian audience on the platform of your choice.

Combine multiple off-the-shelf audiences to create a tailored selection for yourself, or work with our audience team to build a bespoke audience. Our consultants can spin up audiences at speed, to create in-the-moment audiences that respond to a topical event – or tailor-made audiences to help with use cases such as competitor conquests or win-back campaigns.

Connect with our audience team 



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